

EXHIBIT A

Certificate of Registration TX-0002-6726-44

CERTIFICATE OF COPYRIGHT REGISTRATION

FORM TX
UNITED STATES COPYRIGHT OFFICE

REGISTRATION NUMBER

TX 2 672 644

TX TXU
EFFECTIVE DATE OF REGISTRATION9 21 89
Month Day Year

This certificate, issued under the seal of the Copyright Office in accordance with the provisions of section 410(a) of title 17, United States Code, attests that copyright registration has been made for the work identified below. The information in this certificate has been made a part of the Copyright Office records.

REGISTER OF COPYRIGHTS
United States of America

DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET.

1 TITLE OF THIS WORK ▼

Winning Isn't Normal

PREVIOUS OR ALTERNATIVE TITLES ▼

PUBLICATION AS A CONTRIBUTION If this work was published as a contribution to a periodical, serial, or collection, give information about the collective work in which the contribution appeared. Title of Collective Work ▼

If published in a periodical or serial give: Volume ▼ Number ▼ Issue Date ▼ On Pages ▼

2 NAME OF AUTHOR ▼

a Keith Frank Bell

DATES OF BIRTH AND DEATH
Year Born ▼ Year Died ▼
1948

Was this contribution to the work a
"work made for hire"?
☐ Yes
☒ No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country U.S.A.
OR { Citizen of ▼
Domiciled in ▼

WAS THIS AUTHOR'S CONTRIBUTION TO
THE WORK
Anonymous? ☐ Yes ☒ No
Pseudonymous? ☐ Yes ☒ No
If the answer to either of these questions is "Yes," see detailed instructions.

NATURE OF AUTHORSHIP Entire Text

Briefly describe nature of the material created by this author in which copyright is claimed. ▼

NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH
Year Born ▼ Year Died ▼

Was this contribution to the work a
"work made for hire"?
☐ Yes
☒ No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR { Citizen of ▼
Domiciled in ▼

WAS THIS AUTHOR'S CONTRIBUTION TO
THE WORK
Anonymous? ☐ Yes ☒ No
Pseudonymous? ☐ Yes ☒ No
If the answer to either of these questions is "Yes," see detailed instructions.

NATURE OF AUTHORSHIP

Briefly describe nature of the material created by this author in which copyright is claimed. ▼

NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH
Year Born ▼ Year Died ▼

Was this contribution to the work a
"work made for hire"?
☐ Yes
☒ No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR { Citizen of ▼
Domiciled in ▼

WAS THIS AUTHOR'S CONTRIBUTION TO
THE WORK
Anonymous? ☐ Yes ☒ No
Pseudonymous? ☐ Yes ☒ No
If the answer to either of these questions is "Yes," see detailed instructions.

NATURE OF AUTHORSHIP

Briefly describe nature of the material created by this author in which copyright is claimed. ▼

3 YEAR IN WHICH CREATION OF THIS
WORK WAS COMPLETED This information
1981 must be given
in all cases.

DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK
Complete this information
ONLY if this work
has been published. Month February Day 3 Year 1982
United States of America

4 COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in space 2. ▼

Dr. Keith Bell
3101 Mistyglenn Circle
Austin, Texas 78746

1598 Winford Ave.
Ventura, CA 93004

TRANSFER If the claimant(s) named here in space 4 are different from the author(s) named in space 2, give a brief statement of how the claimant(s) obtained ownership of the copyright. ▼

DO NOT WRITE HERE
OFFICE USE ONLY
APPLICATION RECEIVED
ONE DEPOSIT RECEIVED
TWO DEPOSITS RECEIVED
REMITTANCE NUMBER AND DATE

MORE ON BACK ► • Complete all applicable spaces (numbers 5-11) on the reverse side of this page.
• See detailed instructions. • Sign the form at line 10.

DO NOT WRITE HERE
Page 1 of 2 pages

NOTE

Under the law, the "author" of a "work made for hire" is generally the employer.

029060412
029060412

EXHIBIT B

Copyright Cert. TX-8-503-571



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Karen Leigh Clayett

Acting United States Register of Copyrights and Director

Registration Number

TX 8-503-571

Effective Date of Registration:

November 06, 2017

Copyright Registration for One Work by One Author

Registration issued pursuant to 37 CFR §202.3

Title

Title of Work: Winning Isn't Normal

Title of Larger Work: Winning Isn't Normal

Completion/Publication

Year of Completion: 2010

Date of 1st Publication: July 18, 2010

Nation of 1st Publication: United States

International Standard Number: ISBN 0-945609-96-5

Author

- Author: Keith Frank Bell
Author Created: text
Citizen of: United States
Domiciled in: United States
Year Born: 1948

Copyright Claimant

Copyright Claimant: Keith Frank Bell
3101 Mistyglenn Circle, Austin, TX, 78746, United States

Limitation of copyright claim

Material excluded from this claim: text

Previous registration and year: TX 2 672 644, 1989

New material included in claim: text

Rights and Permissions

Name: Keith Frank Bell
Email: drkeithbell@gmail.com
Telephone: (512)327-2260
Address: 3101 Mistyglenn Circle
Austin, TX 78746 United States

Certification

Name: Keith F. Bell
Date: November 06, 2017



EXHIBIT C

Winning Isn't Normal, pg. 8, the “WIN Passage”

think you are one of those special people who win national championships and break world records?

Well, guess what? No one is special! The people who win are not special people. There is nothing special about the people who break world records. They are not special people — they do special things! They are just people who do special things. You can too! And you have to do special things, if you want to win.

Winning Isn't Normal

Winning isn't normal. That doesn't mean there's anything wrong with winning. It just isn't the norm. It's highly unusual.

Every race only has one winner. No matter how many people are entered (not to mention all those who tried and failed to make cuts), only one person (or one relay) wins each event.

Winning is unusual. As such, it requires unusual action.

In order to win, you must do extraordinary things. You can't just be one of the crowd. The crowd doesn't win. You have to be willing to stand out and act differently.

Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. (Now, take note! Wanting it more is a decision you make and act upon — not some inherent quality or burning inner drive or inspiration!) And you have to make that value a priority.

You can't train like everyone else. You have to train more and train better.

You can't talk like everyone else. You can't think like everyone else. You can't be too willing to join the crowd, to do what is expected, to act in a socially accepted manner, to do what's "in." You need to be willing to stand out in the crowd and consistently take exceptional action. If you want to win, you need to accept the risks and perhaps the loneliness . . . because *winning isn't normal!!*

EXHIBIT D

WINNING ISN'T NORMAL (Reg. No. 4630749, issued November 4, 2014)

**United States Patent and Trademark Office**[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)**Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Sun Dec 4 03:32:41 EST 2016

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)[Logout](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)***WINNING ISN'T NORMAL****Word Mark** **WINNING ISN'T NORMAL****Goods and Services** IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed matter, namely, non-fiction publications, namely, books, booklets, pamphlets, articles, manuals and posters in the field of sports, fitness, and competitive performance and psychology. FIRST USE: 19780923. FIRST USE IN COMMERCE: 19821231**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 85947685**Filing Date** May 31, 2013**Current Basis** 1A**Original Filing Basis** 1A**Published for Opposition** May 27, 2014**Registration Number** 4630749**Registration Date** November 4, 2014

Owner (REGISTRANT) Bell, Keith Frank INDIVIDUAL UNITED STATES 3101 Mistyglen Circle Austin TEXAS 78746

Attorney of Record Jeff A. McDaniel

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

EXHIBIT D

CTHS Softball's use of the WIN Passage
(December 9, 2017)



Tweets 610 Following 219 Followers 393 Likes 84

Follow

CTHS Softball

@CTHSSoftball

[emsisd.com/Page/468](http://www.emsisd.com/Page/468)

<http://www.emsisd.com/Page/468>

[emsisd.com/Page/468](http://www.emsisd.com/Page/468)

Joined May 2012

91 Photos and videos



Tweets Tweets & replies Media

CTHS Softball Retweeted



EMS ISD Athletics @emsisdathletics · Dec 11

Congratulations AOW winners @CTHS_Wrestling Trinity Portales & Andrew Maldonado!

chisholmtrail.sidhelp.com



9 30



CTHS Softball @CTHSSoftball · Dec 9

WINNING ISN'T NORMAL

"Winning isn't normal. That doesn't mean there's anything wrong with winning. It just isn't the norm. It is highly unusual.

Every competition only has one winner. No matter how many people are entered, only one person or one team wins each event.

Winning is unusual. And as such, it requires unusual action.

In order to win, you must do extraordinary things. You can't just be one of the crowd. The crowd doesn't win. You have to be willing to stand out and act differently.

Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. Now take note! Wanting it more is a decision you make and act upon — not some

inherent quality or burning inner drive or inspiration! And you have to make that value a priority.

You can't train like everyone else. You have to train more and train better.

You can't talk like everyone else. You can't think like everyone else. You can't be too willing to join the crowd, to do what is expected, to act in a socially accepted manner, to do what's "in." You need to be willing to stand out in the crowd and consistently take exceptional action. If you want to win, you need to accept the risks and perhaps the loneliness... **BECAUSE**



8

12

CTHS Softball Retweeted



Jon Gordon @JonGordon11 · Dec 6

Not everyone is going to share your vision. Not everyone is going to believe what you believe. That's okay. Your positive energy must be greater than their negativity. No Energy Vampires allowed!



12



531



1.1K

Promoted Tweet



Uptown Cheapskate @UptownAustin · 23h

Look spiffy on chilly [#winter](#) days with a [#fresh](#) [#sweaterweather](#) outfit. Grab [#layers](#) in a variety of styles great for a walk outdoors or [#NewYearsEve](#), [#NewYearsDay](#) or [#ValentinesDay](#) activities.

[#ShopEarlyShopOften](#) [#atx](#) [#vintage](#) [#fallfashion](#) [#2017trends](#) [#atxfashion](#) [#thrifty](#)



EXHIBIT E

CTHS Color Guard's use of the WIN Passage (December 9, 2017)



16 54

CTHS Color Guard Retweeted



Ranger Regiment @RangerRegiment · 11 Dec 2017

REGIMENT ALL-AREA band students: Gianna Jasso, Ben Simmons, Elijah George, Justin Torres, Logan Miertschin, Isaiah DeDios, Conan White, and Bailey



Home Moments Search Twitter Have an account? Log in



CTHS Color Guard
@CTHSColorGuard

Tweets 835 Following 158 Followers 535 Likes 680

Follow

14 51

CTHS Color Guard Retweeted



CTHS Softball @CTHSSoftball · 9 Dec 2017

WINNING ISN'T NORMAL

"Winning isn't normal. That doesn't mean there's anything wrong with winning. It just isn't the norm. It is highly unusual.

Every competition only has one winner. No matter how many people are entered, only one person or one team wins each event.

Winning is unusual. And as such, it requires unusual action.

In order to win, you must do extraordinary things. You can't just be one of the crowd. The crowd doesn't win. You have to be willing to stand out and act differently.

Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. Now take note! **Wanting it more is a decision you make and act upon** — not some inherent quality or burning inner drive or inspiration! And you have to make that value a priority.

You can't train like everyone else. You have to train more and train better.

You can't talk like everyone else. You can't think like everyone else. You can't be too willing to join the crowd, to do what is expected, to act in a socially accepted manner, to do what's "in." You need to be willing to stand out in the crowd and consistently take exceptional action. If you want to win, you need to accept the risks and perhaps the loneliness... **BECAUSE**



8



12

CTHS Color Guard Retweeted



Ranger Regiment @RangerRegiment · 9 Dec 2017

29 REGIMENT members make the ALL-REGION BAND! 6 FIRST CHAIR players! 8 ALL-AREA players!! CONGRATULATIONS to ALL!!!



1

18



80



CTHS Color Guard @CTHSColorGuard · 9 Dec 2017

2018 CT cast!

Siham

Emily

Natalie

Jada

Stephanie

Nadia

Lucas

Jackie

Giselle

Cielo

KayInn

Sam

Brianna

Madison V

Ashlynn

Kylie

Wash

Madison W



1

8



18

CTHS Color Guard Retweeted



Ranger Regiment @RangerRegiment · 28 Nov 2017

We still need 11 more parent helpers for tonight's audition. Can you help? If so, contact Mrs. Stephens at hstephens @ems-isd.net PLEASE HELP!



5



4



CTHS Color Guard @CTHSColorGuard · 27 Nov 2017

Color Guard!!! This is today!!!! Can't wait to see you!

don't stop
until you're
-PROUD-



♥ 5 | 🗨 3

TWEETCS

LOG-IN WITH TWITTER

BEST FRIEND FINDER



CTHS SOFTBALL

TWITTER FOR ANDROID :

DECEMBER 11, 2017

@CTHSSOFTBALL



WINNING ISN'T NORMAL

"Winning isn't normal. That doesn't mean there's anything wrong with winning. It just isn't the norm. It is highly unusual.

Every competition only has one winner. No matter how many people are entered, only one person or one team wins each event.

Winning is unusual. And as such, it requires unusual action.

In order to win, you must do extraordinary things. You can't just be one of the crowd. The crowd doesn't win. You have to be willing to stand out and act differently.

Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. Now take note! **Wanting it more is a decision you make and act upon** — not some inherent quality or burning inner drive or inspiration! And you have to make that value a priority.

You can't train like everyone else. You have to train more and train better.

You can't talk like everyone else. You can't think like everyone else. You can't be too willing to join the crowd, to do what is expected, to act in a socially accepted manner, to do what's "in." You need to be willing to stand out in the crowd and consistently take exceptional action. If you want to win, you need to accept the risks and perhaps the loneliness... **BECAUSE WINNING ISN'T NORMAL !"**

- Dr. Keith Bell



♥ 12 | 🗨 8